IDA LUPINO ☆ PAUL HENREID

"IN OUR TIME"

#9

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Your Warner Press Book

"KINGS ROW"
"DARK VICTORY"
"NOW VOYAGER"
"CASABLANCA"

And now, like these, another memorable love story from WARNER BROS.

"IN OUR TIME"

THE OFFICIAL BILLING

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WARNER BROS. 50%
Pictures, Inc., Presents 5%

IDA LUPINO
PAUL HENREID 100%
in
"IN OUR TIME" 100%
with
NANCY COLEMAN • MARY BOLAND
VICTOR FRANCEN • NAZIMOVA 40%
Directed by VINCENT SHERMAN 25%
Original Screen Play by 2%
Ellis St. Joseph and Howard Koch 3%
Music by Franz Waxman 3%
A Warner Bros.-First National Picture 5%

..FOR A PICTURE WITH THE SAME GREATNESS A CAMPAIGN WITH THE SAME BIGNESS

Publicity

CAST

Jennifer Whittredge.Ida Lupino
Count Stephen Orvid
Paul Henreid
Janina Orvid...Nancy Coleman
Mrs. Bromley.....Mary Boland
Pavel Orvid....Victor Francen
Zofya Orvid.....Nazimova
Leopold.....Michael Chekhov
Dealer.....Marek Windheim
Bujanski.....Ivan Triesault
Wladek.....John Bleiffer
Wanda.....Lotte Palfe
Father Joseph..Wolfgang Zilser
Pyotr.....Richard Ordynski

SYNOPSIS

In March, 1939, young and modern Jenny Whittredge (Ida Lupino), and Mrs. Bromley (Mary Boland), her employer, were buying antiques in Warsaw. While selecting their purchases, Jenny makes the chance acquaintance of tall and romantic Count Stephen Orvid (Paul Henreid). They fall in love and despite his family's objection to her middle class standing, Stephen marries Jenny.

After the marriage, the struggle between the couple and the family goes on, especially after they find out that Jenny and Stephen intend to modernize the family estate to make it pay. Stephen's mother, Zofya (Nazimova), tries to make the best of it but his intensely religious, spinster sister, Janina (Nancy Coleman) hates Jenny. Count Paval Orvid (Victor Francen), the wealthy and influential uncle, tries to win Stephen away from his wife's influence.

The farming of the estate is successful and on the eve of the harvest they are all hopefully waiting for rain. But, instead, they hear bombs falling on Warsaw. The war has broken out. Stephen has to join his regiment and leave Jenny with his hostile family to carry on as best as she can. But the war is brief and Stephen soon comes home wounded. Count Pavel urges the family to flee from the country and makes all arrangements. But Stephen and Jenny decide to stay behind and defend Warsaw as part of a people's army.

(*Running Time*: 110 *minutes*)

PRODUCTION

Produced by Jerry Wald; Directed by Vincent Sherman; Original Screen Play by Ellis St. Joseph and Howard Koch; Director of Photography, Carl Guthrie, A. S. C.; Film Editor, Rudi Fehr; Sound by Clare A. Riggs; Art Director, Hugh Reticker; Montages by James Leicester; Set Decorations by Casey Roberts; Technical Advisor, Stephen Barasch; Gowns by Milo Anderson; Make-up Artist, Perc Westmore; Music by Franz Waxman; Musical Director, Leo F. Forbstein.

(*Advance Theatre Story*)

LUPINO, HENREID STAR IN STRAND'S 'IN OUR TIME'

Warner Bros., which has brought some of the most human, most moving and most unusual love stories to the screen, including "In This Our Life," "The Gay Sisters," "Now Voyager," "Casablanca" and "The Constant Nymph," adds another to this successful list with the presentation of "In Our Time." Co-starring Ida Lupino, who won the New York Film Critics award for her performance in "The Hard Way," and Paul Henreid, the picture opens at the Strand Theatre on Friday.

Mat 103—15c
Victor Francen

Warsaw is the place where Jenny Whittredge, young and pretty companion to an English lady, lost her heart to a romantic Polish Count, Stephen Orvid. It happened in 1939, when the world was brewing and big events already foreshadowed their coming. Only the aristocratic family of the young Count did not want to notice any change in the world and objected fiercely to the middle class standing of the girl. Fortunately, Stephen had different ideas and his defiance of his family to marry her was proof of that.

Make Estate Pay

The girl was brought up in a democratic country and her sense of equality influenced Stephen. Together they found a way to make their big estate pay by treating the peasants as equals. And when the war broke out, the courage and fearlessness that sprang from their love made them stay in Warsaw together until its armies crumbled before the Nazi onslaught.

Ida Lupino, as Jenny Whittredge, plays the part of the young girl with the tremendous will power and intensity.

Paul Henreid, the romantic find of the season, can be remembered for his performances in Warner Bros.' "Now Voyager" and "Casablanca." Now as the young Polish Count, he has the chance to portray the customs and habits of his continent, which comes to him with ease.

Nancy Coleman plays Stephen's spinster sister, a true-to-life portrait of the aristocratic girl of yesteryear with all the stiff family traditions she was brought up in.

The supporting cast includes Mary Boland, Victor Francen and Nazimova. Vincent Sherman directed.

(*Advance Theatre Reader*)

'In Our Time' Stars Lupino, Henreid

The Strand Theatre will present Warner Bros.' new production, "In Our Time," next Friday. This remarkable love story, clouded with the hardships of current events, takes place in Poland, just at the beginning of the war.

Ida Lupino and Paul Henreid have the leading roles in the production. Also featured are Nancy Coleman, Mary Boland, Victor Francen and Nazimova, who returns to the screen after a long absence. "In Our Time" was directed by Vincent Sherman and produced by Jerry Wald. The original screen story was written by Ellis St. Joseph and Howard Koch.

(*Opening Day Reader*)

Strand Offers 'In Our Time' Today

Warner Bros.' new production, "In Our Time," will open at the Strand Theatre today, bringing to the screen one of the most stirring love stories of the season.

Ida Lupino in the leading role plays an English girl who falls in love with Paul Henreid, a Polish Count, in Warsaw. Their marriage is happy until the war breaks out and the young husband has to leave. The story shows how the love of two people can give them courage and confidence to fight traditions, prejudices and even the hardships of war.

The original screen play was written by Ellis St. Joseph and Howard Koch. Vincent Sherman directed the film.

(*Opening Day*)

'IN OUR TIME' HAS LOCAL DEBUT AT STRAND TODAY

Warner Bros.' new production, "In Our Time," starring Ida Lupino and Paul Henreid, opens at the Strand Theatre today.

Mat 104—15c
Alla Nazimova

For Ida Lupino this is a new type of role. After the tough sister in "The Hard Way" for which she won the New York Film Critics award, and the jitterbug in "Thank Your Lucky Stars," she plays the young girl who becomes the wife of a Polish nobleman. She represents the modern generation and brings forth fresh air into the stiff, aristocratic surroundings.

Paul Henreid, who made his Hollywood film debut in Warner Bros.' "Now Voyager" and was seen later in "Casablanca," scores again in "In Our Time." As the Polish Count in the picture, he portrays the type of man who will build the new post-war world.

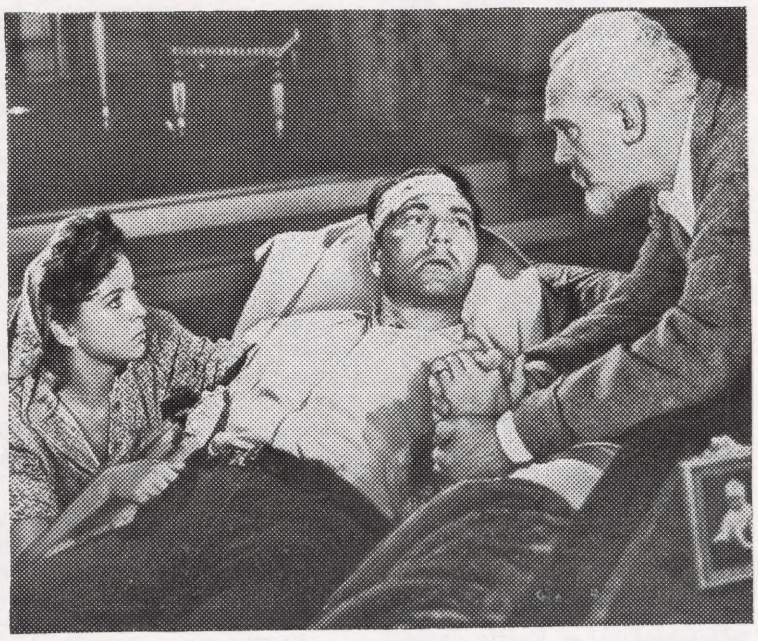
Fall in Love

Ida Lupino and Paul Henreid are the actual figures of the film's tender love story. A young girl meets a Polish Count in a small antique shop in Warsaw. They fall in love and no matter how his family objects, he is determined to marry her. The couple is happy, despite the obvious hostility of his old-fashioned family. Their estate is neglected and they have plans to make it pay. But the war breaks out and destroys all their careful planning. The young husband has to leave for the front. Left alone she carries on as best as she can until he comes home wounded. The enemy is nearing and his family plans to escape, but the young couple stays to fight the invading Germans to the end.

Nancy Coleman highlights her screen career in the part of a haughty, aristocratic girl. Nazimova returns to the screen as the mother of the young Count. Also featured are Mary Boland and Victor Francen.

The picture was produced by Jerry Wald and directed by Vincent Sherman. The original screen play was written by Ellis St. Joseph and Howard Koch.

Still IT 103*; *Mat* 205—30c
Ida Lupino and Paul Henreid are co-starred in "In Our Time," an enthralling love story set against modern history. The Warner Bros. picture opens Friday at the Strand Theatre.



Still IT 100*; *Mat* 204—30c
Ida Lupino, Paul Henreid and Michael Chekhov are shown in a scene from Warner Bros.' tender love story, "In Our Time," which opens Friday at the Strand Theatre.

Lupinos Go Back to 1642 In Theatrical History

Mat 201—30c

Ida Lupino, who won the New York Film Critics award for her performance in "The Hard Way," is co-starred with Paul Henreid in Warner Bros.' "In Our Time," which opens Friday at the Strand Theatre.

"Last of the Lupinos."

This is the title of an article on Ida Lupino which was prepared by a national magazine, based upon her presence as the last member of a famous 300-year-old stage family still surviving in the theater.

Her father, Stanley Lupino, great Shakespearean actor and later comedian of the English stage, was killed in the blitz on London.

Much of the material on the Lupinos, considered by many to have a prime claim on the title of "The Royal Family," has already been compiled by Ida, who has had a biography of her father in preparation for several years.

Available for reproduction is a remarkable poster from the year 1642, advertising the talents of the founder of the family, one Georgius Luppino, who is represented as appearing at the Black Raven Inn, West Smithfield, in: "Jiggs, sarabands, and country dances to the admiration of all spectators together with the merry conceits of Squire Punch and Sir John Spendall."

Data from British Museum

Much of her material on the family, she said, comes from the British Museum, where she traced it back to pre-Elizabethan days when Georgius Luppino ran afoul one of the Borgia lieutenants and fled to England.

She believes her late father, however, was as interesting as any of the Lupinos. His experiences on the stage were incredible.

For example, one night while playing Shakespeare in London, he slipped, fell and a wood splinter lodged in his brain. He got up, was momentarily a mad man and from him flowed Macbeth, Richard the Second, Merchant of Venice.

One of the first brain operations restored his sanity but his convalescence was quite as remarkable. It took months and he insisted on doing it not in a sanitarium but in the wings of a theater. Thus he was able watch his brother, Barrie, dance.

One night before curtain Barrie broke his leg. Stanley got up from his wheel chair and offered to go on.

"But you don't know anything about dancing," protested the tormented theater manager.

"I've been watching my brother a long time," Stanley insisted. "I can do it, I tell you."

He could and did—without a flaw. In fact, he was so successful that from that time on he never went back to Shakespeare.

These are a few of the items, but not the least will be his heroic death as an air raid warden.

Miss Lupino says she has visualized it many times and occasionally at night it fills her with terror. Nor has this part of her father's life escaped her picture work. The London blitz in all its vivid disaster rages about her and Paul Henreid in the current Warner Bros.' film, "In Our Time," opening Friday at the Strand Theatre.

She started gathering material on her father before this tragic event but since then it has been accelerated. It has acquired new importance to the last of the Lupinos.

It Was All Right with Ida Lupino But Paul Henreid Had Other Ideas

Romance and rain are being generously mixed on stage 22 over at Warner Bros. Ida Lupino and Paul Henreid are in an automobile for a scene as rain, generated by fans and pipes, pours down.

"But you mustn't think I'm unhappy," she says. "You've given me a most wonderful week.

"But this miserable rain," says Paul, looking up.

"It was still wonderful," she reassures. He gets out of the car, holds the door open for her as he stands a little insecurely in the mud.

He steadies himself, looks at her and says:

"Jenny . . . will you stay . . . ?"

At that moment he slips, slides down the embankment. Before the director can call, "Cut," Ida with mock seriousness ad libs:

"Of course, darling. But will you?"

As the company laughs, Ida's reputation as a wit goes up.

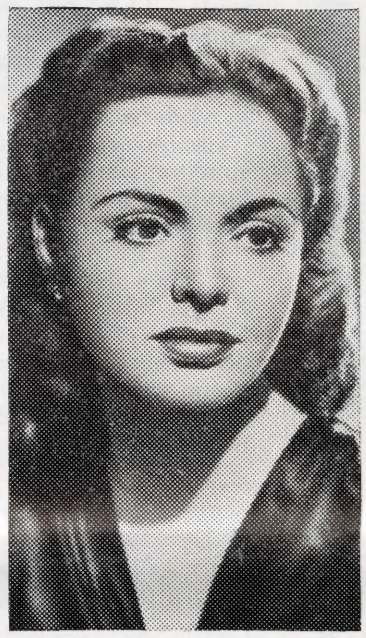
Nancy Coleman Doesn't Foil Nazis in New Film

Nancy Coleman's film career lead her recently into several outstanding pictures, as "Dangerously They Live" and "Edge Of Darkness," in which her part was to lend her wiles to heroic underground movements in Europe. She almost arrived at the reputation of being an expert at foiling the Nazis.

Now in Warner Bros.' new production, "In Our Time," Miss Coleman is cast in a different type of role. She plays a dignified and aristocratic spinster, very happy in her home life until she discovers that dignity and high standing don't compensate for love and warmth. Pride prevents her from admitting that there is something missing from her life and tradition stands in her way to escape from the medieval air she was brought up in.

Nancy Coleman's ambition for the screen started early and blossomed into a remarkable career. Her constant will to get ahead, helped her along in her first hard years and finally resulted in her receiving a long term contract. Her first appearance was that of the psychopathic Louise Gordon in "Kings Row" and she handled it so well that soon she was given a more important role in "Dangerously They Live," starring John Garfield. The next steps featured roles in "The Gay Sisters," to be followed by "Desperate Journey." Her latest success was "Edge Of Darkness."

In "In Our Time," now at the Strand Theatre, Miss Coleman plays her part with such elaborate finesse and perfect characterization that the role of Janina will certainly be remembered as a further milestone in her career.



Still NC 190; *Mat* 109—15c

NANCY COLEMAN

MARY BOLAND SEES END OF ANOTHER FILMDOM FIXTURE

Mary Boland, upon her return to the screen after a two-and-half-year absence, predicted the end of a Hollywood institution—the big house on the hill.

Miss Boland returned to the film capital to do one of the leads in the Ida Lupino-Paul Henreid film, "In Our Time," now at the Strand Theatre, but before doing so she disposed of her own house, one of the biggest in Hollywood.

"From now on it's a hotel for me," she said.

"It was a grand institution, with its lawns and swimming pools and unnumbered guests but it can't survive the changes that have taken place."

Miss Boland said that the first serious blow was the high taxes, and that the second one, the shortage of servants—has finished it off.

"The big house still exists in the physical sense," she declared. But the house as an institution has vanished. They can be occupied only under great inconvenience, unless you have a family, and it is becoming closer and closer to impossible to entertain."

She said that her house was one of her biggest worries in the past two years, during which she suffered both from pneumonia and injuries received in an automobile accident.

"I think one of the reasons it feels so good to be back here," she laughed, "is because I've got that house off my hands."

Miss Boland said that one of her strangest experiences was the auction that disposed of her furnishings. "Some of my friends have told me of the oddest assortments of things that were sold under the auctioneer's hammer," she declared. "It's funny, but I don't recall ever having owned some of them."

Still IT 508; *Mat* 112—15c

MARY BOLAND

Vincent Sherman Knew His College Psychology Too Well

A well remembered college course in the psychology of mesmerism enabled Director Vincent Sherman to put Ida Lupino and Paul Henreid into a hypnotic half-sleep for the filming of a motion picture scene.

The two stars were called upon to portray a wine weary couple that had danced the night through. It was a bright Southern California morning, the birds were chirping outside the sound stage and the two players were bouncing with energy.

"Look at me," said Sherman, standing beside the camera. He stretched his arms, let out a long yawn, and through it said, "Gosh, I'm sleepy."

It worked. Both Lupino and Henreid yawned, and a half dozen grips, cameramen and electricians as well.

* * * *

"LISTEN," said Sherman, warming into his subject. "You've got to be sleepy when you do this scene. I think you are sleepy, too. You look a little sleepy. You're sleepy, aren't you, Ida?"

"Uhuh," nodded the actress, suppressing a yawn.

"And how about you, Paul? Your eyelids look a little heavy to me."

"I am sort of sleepy," the actor acknowledged.

"HERE, sit down in this chair," said Sherman, indicating an overstuffed one. "We've got plenty of time. Relax."

With his two subjects seated comfortably, the director discoursed on the subject of sleep, how he could use some himself, its general deliciousness.

* * * *

HIS voice rumbled along in a monotone.

Finally the actress said, "Did anyone ever tell you that you have an awfully dull voice, Vince?"

The director nodded, Henreid shrugged deeper into the chair.

"In fact," she went on, "if you'd be quiet, I'd go to sleep."

She yawned and Henreid echoed.

"Better not do that, Ida," Sherman said. "Let's try to get the scene now."

The couple got up and took their places on a cafe set for "In Our Time," Warner Bros.' film opening Friday at the Strand Theatre.

"All right, let's go," Sherman called out.

Instead of the double buzz that indicates the cameras have started turning, there was only silence.

Everyone looked around.

The sound man, who rings the buzzer, was dozing peacefully at his panel.

A Pole Cast as a Pole? In Hollywood? YES!

"It was very unorthodox of Hollywood," said Marek Windheim in commenting on being cast as a Pole in the Ida Lupino-Paul Henreid film, "In Our Time," now at the Strand Theatre. It is the first time in his four-year picture career that the Metropolitan Opera star has ever been anything but a Frenchman. He happens to be a Pole.

ALLA NAZIMOVA RETURNS TO FILMS IN 'IN OUR TIME'

Alla Nazimova, who made "War Brides" at the height of her fame as a seductive beauty during World War I, has returned to the screen to play the mother in a story set against the background of World War II.

No longer the slim temptress but a woman in her early sixties, the actress still possesses a commanding appearance. She is playing the part of Paul Henreid's mother in the Ida Lupino picture, "In Our Time," opening Friday at the Strand Theatre.

"People ask me," she said on the set, "if I see a big change in Hollywood. I suppose I would if I had been a cinderella girl of the movies. But my ties have been too close and too constant."

Mat 110—15c

ALLA NAZIMOVA

Madame Nazimova referred to the fact that since the days of the silent screen she has maintained her home in Hollywood, occupying a unit in a fashionable apartment house which she has owned since that time.

"As a result, wherever I go in the studios I see, among the new faces, the old familiar ones that I have known constantly for more than a quarter century. Old Hollywood isn't dead. It's still very much alive."

Since the days when Nazimova was a household word both here and abroad, she has appeared at intervals on the stage, mostly in New York ctiy. The greater portion of her time, however, has been spent living quietly in Hollywood, where in recent years she has devoted much attention to the preparation of her memoirs.

"After completing 'In Our Time'," she was asked, "do you intend to resume your work on the stage and screen?"

"That will be impossible," she replied. "I have never left the stage and screen. They are my life."

Actress Aids Rebuilding Of Russian Theatre

Hearing that Russia intends to rebuild from photographs structures that are considered national monuments, Alla Nazimova has submitted a collection of photographs of the theatre at Yalta, her home city in the Crimea, which the Nazis destroyed. The star returned to the screen in Warner Bros.' "In Our Time," now at the Strand Theatre.

The Thrill That Comes Once in a Lifetime: 'You See I Told You So!'

This might be called the triumph of an American prop man over three of Hollywood's European experts.

He had diligently assembled chairs for a Polish restaurant in the Ida Lupino-Paul Henreid film, "In Our Time," now at the Strand Theatre. Dr. Steven Barasch, Polish technical advisor on the Warner Bros. production, shook his head vigorously. They wouldn't do.

Marek Windheim, native of Poland, and Henreid, frequent visitor to Poland, joined Doctor Barasch in saying they weren't Polish. The prop man deferred and replaced them with the type of chair demanded.

Having done that, he brought one of the original chairs to Doctor Barasch, up-ended it and pointed to the underside. There it was as plain as life:

"Made In Poland."

'Be an Actor and See the World'—Actor's Motto

Still VF 3; *Mat* 107—15c

VICTOR FRANCEN

Victor Francen's stage and screen background marked him as one of the finest supporting actors in Europe and, later, in Hollywood.

His stage experience in Europe was so varied that he was considered fit for any type of role. He is an actor through and through.

Francen never wanted to be anything else. Since his early age his motto was: "Be an actor and see the world." He achieved it, too.

He quit school at the age of 15 to join a small theatrical troupe in Belgium. His unusual talent was soon noted and brought him a long term contract in Brussels.

Later he came to Paris, his luck took him up and down. Success came soon and he made a name for himself. But an adventurous nature didn't permit him to stay in one place too long a time. He signed up with a theatrical traveling troupe and went half-way around the world

He came to America where he mastered the English language in six months. His first role here was in "Hold Back the Dawn," his first film for Warner Bros. was "Mission to Moscow" and then "The Desert Song" in which he was seen with Dennis Morgan and Irene Manning as the Caid Yousseff, tool of the Nazis.

In "In Our Time," now at the Strand Theatre, the part of the Polish Count, Pavel Orvid, is perfectly suited for this distinguished looking actor. His Continental manner helps him portray the part true to life and his performance will be recognized as worthy to the great cast of the picture.

Paul Henreid Debunks 'Continental Charm'

Mat 207—30c

Paul Henreid is starred opposite Ida Lupino in the Strand Theatre's current offering, "In Our Time," Warner Bros.' tender love story set against a modern background.

The traditional belief that American women are peculiarly susceptible to men who have what is called "continental charm" is a lot of outright nonsense.

That flat statement came from Paul Henreid, whose sensational rise to stardom following his appearance with Bette Davis in Warner Bros.' "Now Voyager" was attributed by many to the very continental charm which he so forcibly minimizes.

"The charm American women love is found as often among Americans as it is continentals," said Henreid, who, although Viennese born and bred, already demonstrates an exceptionally fierce American partisanship.

"I can cite for you an example, a man who is as American as apple pie and who has all the charm that I have ever seen in any continental. That man is Bill Tilden, the former tennis champion." Henreid insists that what American women like is not continental charm but a personality that has been mellowed by much experience.

"One of the best ways to get that experience," he said, "is by getting around in the world. That means not only travel in the physical sense, but coming under the influence of many different kinds of people. A man who has traveled and has had a hard time of it will pick up a certain amount of charm, be he American or continental."

Henreid, who is starred in Warner Bros.' "In Our Time" with Ida Lupino, opening Friday at the Strand Theatre, qualified his observations with that statement that while geography has little to do with charm, provincialism is one of its worst enemies. "And there is much provincialism among continentals," he said. "Certainly as much as there is among Americans and possibly some more."

Boy Still Meets Girl in Hollywood— Only the Plot Becomes More Ingenious

While the fate of continents, empires, and the world itself swings back and forth as momentous events unfold, the pattern of boy meets girl runs its usual course—except in Hollywood, where it becomes more ingenious with each passing picture.

As in real life, however, it is influenced by events; a large number reflect the news of the day.

The combination of timeliness with novelty is seen in the way Paul Henreid meets Ida Lupino in Warner Bros.' "In Our Time," opening Friday at the Strand Theatre. They are brought together by a lady's small watch which sounds the hour by playing Chopin.

Polish Antique Shop

The place is an antique shop in Poland, the time the eve of World War II, and the occasion a misunderstanding. She is looking at a window display from the inside, he from the outside. He assumes she is a saleslady and with gestures inquires about the watch.

When the argument in pantomine becomes heated, he enters and the argument continues verbally and it extends to the watch's Chopin. When she is identified as a patron and the misunderstanding vanishes, they are on their way to romance.

As if to prove that fiction is no stranger than fact, the boy-meets-girl situation in "Mission to Moscow" was taken from the experience of the daughter of ex-ambassador Joseph E. Davies and it might have been contrived by one of Hollywood's more inventive writers.

The daughter, Emlen Davies, was skating in Moscow when her feet went out from under her and she skidded ungracefully across the ice. But swooping to her rescue came a tall and handsome stranger. A Russian? No, and here is where truth is a little stranger than fiction, because a writer would dare not use a coincidence like this. He was an American engineer on leave from a job at Stalingrad. His name was Robert Grosjean and today the girl is Mrs. Grosjean.

A pre-war introduction, but one up to the minute in novelty is the meeting between Jean Arthur and John Wayne in "A Lady Takes a Chance." She is a white collar girl who has saved enough for a tour of the nation by bus. At a rodeo out west she levels her camera to snap a handsome cowboy on horse back. There is a breaking of rails as a horse crashes through a fence, and instead of landing on the film, cowboy Wayne lands in her lap. It starts the romance.

Taken from Novel

The meeting of Gary Cooper and Ingrid Bergman in "Saratoga Trunk" was taken from the novel, but it is none the less original and charming. She is threading her way through the busy French market in New Orleans when she sees towering above the crowd a handsome westerner, six feet two of Texas and wearing a white sombrero. He sees her, too, and bold man that he is, he draws up in a fine carriage and tries to pick her up. Turned down, he follows her to a restaurant and there contrives to be invited to her table.

But nostalgic, pre-war romances can't long crowd out today's themes that press for attention in Hollywood and in "Action in the North Atlantic" Warner Bros. arranges a meeting between Humphry Bogart and Julie Bishop that is dictated by the exigencies of the hour.

Bogart is the first mate on a freighter making the hazardous North Atlantic run. They bring the boats in, get them turned around quickly and then go out again. But Bogart gets a leave from his captain. It's urgent. He has to have a tooth pulled.

With that excuse, Bogart makes his way to a waterfront haunt. He meets Julie. There isn't much time for courtship—only the time it would take to pull a tooth.

It's romance under pressure, but that isn't only Hollywood, out 1944.

(Prepared Review)

Ida Lupino and Paul Henreid Stars Of 'In Our Time' at Strand Theatre

"IN OUR TIME"; directed by Vincient Sherman from an original screen play by Ellis St. Joseph and Howard Koch. Music by Franz Waxman. A Warner Bros.-First National picture presented at the Strand Theatre with the following cast:

Jennifer Whittredge..Ida Lupino
Stephan Orvid.....Paul Henreid
Janina Orvid.....Nancy Coleman
Mrs. Bromley.....Mary Boland
Pavel Orvid.....Victor Francen
Zofya Orvid.....Nazimova
Uncle Leopold..Michael Chekhov
Antique Dealer.Marek Windheim
Bujanski.....Ivan Triesault
Wladek.....John Bleiffer
Wanda.....Lotte Palfe
Father Josef....Wolfgang Zilser
Pyotr.....Richard Ordynski

The antagonism between the titled aristocracy and the serf-like peasants is great. The difference between the ideas of democratic and feudal minded people is even greater. Never before was there a stronger contrast brought to the screen than in Warner Bros.' new production, "In Our Time," which opened at the Strand Theatre yesterday.

The contrast is represented by Ida Lupino, playing a modern English girl, and Paul Henreid, portraying a Polish Count, inhibited with the traditions and customs of the feudal system. These two outstanding actors make this human drama of the present a memorable experience for the audience. Cast together for the first time, they play their respective roles with deepness and perfection seldom seen.

Meet in Antique Shop

They meet in an antique shop in Warsaw, the time, the eve of World War II, the occasion a misunderstanding. The girl is looking through a window display from the inside, while he stares at her from the outside. He assumes she is a saleslady and inquires about a watch. The misunderstanding vanishes and they are on their way to romance.

This strange meeting results in the most talked of marriage in Warsaw. A girl of the middle class to marry the aristocratic Count Stephen Orvid was something unheard of. But neither the general disapproval nor the objections of his family could lessen their happiness.

The war interrupts this happy marriage and Stephen has to join his regiment. Poland collapses and he comes home wounded. His family urges the couple to escape with them from the country but they decide to stay and burn the house that has seen so much hardship and so much good fortune.

The stars are supported by Nancy Coleman, as a bigoted spinster, intolerant and belonging to a feudal past, by Nazimova, returning to the screen as Countess Zofya Orvid, playing with the ease and poise of a great lady, Mary Boland and Victor Francen.

"In Our Time" is a story of two contrasting worlds, a story of the past, the present and the future, a story of love. It is a memorable picture.

Still IT 20*; *Mat* 206—30c
IDA LUPINO and PAUL HENREID

'In Our Time' Stars Lived Their Film Roles

"But, my dear, you haven't lived."

Those words spoken by an aggressive male to a young actress who wants to get ahead is one of the laugh lines in the show business, but it is spoken in all seriousness by young Vincent Sherman, director.

Mat 105—15c
Paul Henreid

And his intentions are strictly honorable.

By way of explanation he nodded in the direction of Ida Lupino and Paul Henreid whom he directed in Warner Bros.' "In Our Time," opening Friday at the Strand Theatre.

"They're a good example of the importance of having lived, in the serious sense of that phrase," said Sherman. "They're in parts which demand it."

Ida Lupino is playing a middle class English girl who suffers through the great bombing of England, and Henreid a young Polish nobleman whose security makes him blind to the treacherous forces of appeasement in pre-war Poland.

"Let's take a look at the way Ida's 'having lived' is paying off heavily in this picture," the director said.

"The two high points in the role for her are the London blitz and a separation from her husband. Ida has to be capable of realizing the agony of people who have seen their loved ones killed under Nazi bombs.

"Ida's 'living' has actually included that experience. Her father, Stanley Lupino, the great English comic, died as a result of injuries received in that blitz.

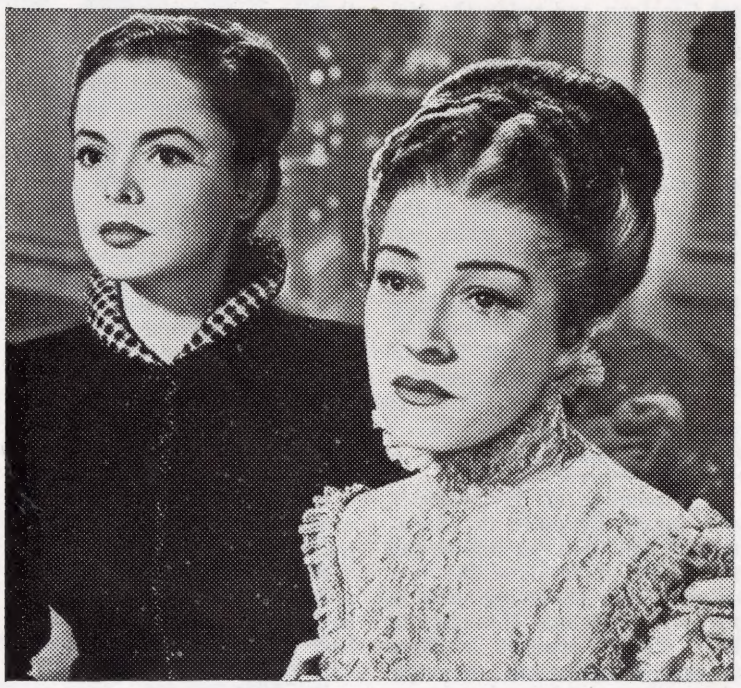
Husband in Service

"And as for the other experience, being separated by war from her husband, she's going through that right now. I understand Capt. Louis Hayward has just arrived in a combat zone. Ida's smart, she knows she might never see him again. Isn't it common sense to realize she's going to be convincing in that same situation on the screen?"

Sherman pointed out that Henreid is called upon to react in the film to a growing Nazi danger and yet to understand how a man can be seduced into inactivity by his comforts. That, too, in this case, parallels the life of the actor.

Henreid comes from the titled aristocracy of Vienna, and when the Nazis became powerful after 1933 he resisted the temptation to make peace with them and instead went to London, where he campaigned against them.

"Unfortunately none of this sort of 'living' can be acquired in order, as implied in the advice given by the designing male," summarized Sherman. "But aside from that, the advice is sound."



Still IT 57; *Mat* 202—30c
Nancy Coleman and Alla Nazimova are shown in a scene from "In Our Time," Warner Bros.' thrilling love story which started its engagement yesterday at the Strand Theatre.

Once Gave Stage Role To Her Film Director

When Alla Nazimova was appearing in her own stage production of "Ghosts" in New York, one of her actors was ill and she had to replace him, she recalls.

A young actor applied for the part. He was earnest, very deferential, and she gave him the part. That was many years ago and she didn't meet him again until she returned to the screen to play her current role as Paul Henreid's mother in Warner Bros.' "In Our Time," now at the Strand.

When she appeared on the set she was introduced to him. He was Vincent Sherman, her director.

STAR CELEBRATES DECADE IN U. S.

Ida Lupino recently celebrated the tenth anniversary of her arrival in Hollywood. "And a turbulent decade it has been, too," commented the actress.

She came to the film capital 10 years ago and in the intervening years has experienced both triumph and tragedy. Her triumph has been stardom, her tragedy the war. It claimed the life of her English father and brought suffering to other loved ones.

Looking back across the decade, she recalled that her arrival was marked at once by trouble.

"I arrived in Hollywood as an imposter," she said. "Paramount brought me here as a demure and sweet child who could play the part of 'Alice In Wonderland.' It was almost mistaken identity."

Mat 102—15c
Ida Lupino

Miss Lupino explained that she had appeared as a gutter-snipe in an English picture, "Money for Speed," a type of role she knew well. There was a freak episode in which she pretended to be sweet and demure. That is what a talent scout clipped from the rest of the film and sent as his candidate for "Alice."

Studio Got a Shock

"When I walked into the studio, I've never seen people so shocked," reminisced the star. "I was only 16 but they wanted to know if I had dissipated on the boat, or what. I said, 'No,' and asked if they had seen 'Money for Speed'—all of it. They hadn't, but they did finally, and were they surprised!"

There followed a succession of unhappy roles in which she mostly played blonde scatterbrains. Finally she left the studio, established herself as a dramatic actress in "The Light That Failed" and then signed a contract with Warner Bros. where she won stardom as a result of films like "High Sierra," "The Sea Wolf" and "The Hard Way," which brought her the New York Film Critics award.

Her present role is opposite Paul Henreid in "In Our Time." now at the Strand Theatre, in which she plays an English girl married to a Polish army officer.

"A decade in Hollywood," summarized Miss Lupino, "made me a philosopher. My philosophy? Maybe if you work hard you won't be president; but if you work hard and have luck, you'll surely win that swimming pool."

PAUL HENREID NEW ROMANTIC TYPE FOR HOLLYWOOD

With everyone talking about a global war and the necessity for global thinking, Hollywood is filling a demand for a new romantic type, which may be described as international or global in its appeal.

This reflection of a changing world was turned up in the film capital by Dr. Stephen Barasch, formerly of the pre-war European picture industry, who declared that the new romantic type is distinct from the established foreign star in the tradition of Valentino.

"The transition from Hollywood's early foreign stars—through Maurice Chevalier, Nils Asther, Charles Boyer—was accelerated by the war, thereby ushering in this new romantic hero perhaps a decade before his time," said Doctor Barasch, who has always been a student of American films.

He said the new type is exemplified by Paul Henreid, "who combines the Americanism of Gary Cooper with the continental suavity of Charles Boyer—a blending which is a product of recent world events."

Henreid Creates Pattern

Doctor Barasch predicted that other stars will be developed who will follow in the pattern created by Henreid, whose recent roles have won him wide acclaim, particularly from feminine fans. The actor is Swedish in origin, Austrian by birth and rearing and the product in recent years of the American and British legitimate stage and screen.

"Without the war and what preceded it the Henreid type would not be on the screen today," explained Doctor Barasch. "Henreid himself would be an actor of the traditional foreign type. But his revulsion from Nazi doctrines tempered the grace of his aristocratic rearing with an appreciation of democratic values."

Henreid fled Austria and his title of baron to make anti-Nazi films in London.

Seen recently with Bette Davis in "Now, Voyager" and with Ingrid Bergman in "Casablanca," Henreid's present role is with Ida Lupino in "In Our Time," opening Friday at the Strand Theatre, in which he plays a Polish army officer wed to an English girl at the outbreak of the war in Poland in September, 1939.

Doctor Barasch, veteran of the Polish fight against the Germans at Warsaw, has been engaged by Warner Bros. as a film consultant.

PH 9; *Mat* 108—15c
PAUL HENREID

STAY AT HOME AND LIKE IT, SAYS IDA LUPINO

What would happen to a confirmed Hollywood night club addict if she were deprived of late hour entertainment and told that for at least a year she would know nothing more exciting than her own fireside?

Fortunately, there need be no dispute. A laboratory test was completed today with the observance by Ida Lupino of exactly one year away from the film capital's night life.

Her retirement from the Hollywood cafe set was occasioned by the departure of her husband, Louis Hayward, for service with the U. S. Marine corps.

And her answer to the question is this:

"I'm surprised. It hasn't been painful at all. In fact, once you put your mind to it, home can be made more entertaining than any night club I've ever been in."

There is evidence that the star has put her mind to that very thing, making her home more entertaining, and friends say that she displays a high degree of originality in doing so.

Unique Parlor Game

For example, she has a parlor game which may well be unique, which she introduced at a recent party for Paul Henreid, with whom she made Warner Bros.' "In Our Time," which is now playing at the Strand Theatre.

It is designated to take the place of home recordings which are becoming difficult because of the war shortage of records. Her guests "broadcast" songs, jokes, and stories over an inexpensive public system she has installed.

Because most of the impromptu performances are spectacularly bad, the result is lots of laughs.

Ida's staying at home, however, is only one evidence of her concern with the absence of Captain Hayward, She has a typewriter standing in a conspicuous part of the house. Paper is already in the roller. Even without Ida saying anything—and she doesn't hesitate to do that either—the whole thing, typewriter, paper, and vacant chair, is an invitation to sit down and dash off a couple of paragraphs to the missing host, who happens to be in the South Pacific.

Concerning night clubs, Ida observes:

"It took a war to do it. But I've learned that old adage is really true. There's no place like home."

Still IL 348; *Mat* 111—15c
IDA LUPINO

Cause:No Shoe Stamp
Result: Black Toes

A man in Washington signs a document and a star in Hollywood gets black toes.

The literal truth of this became apparent when Ida Lupino appeared in Warner Bros.' "In Our Time," now at the Strand Theatre, in what appeared ordinary smart black shoes, but which on close inspection proved to be of the open-toed variety.

She had blackened both toes and stockings to get this effect, a move made necessary because she didn't have a ration coupon with which to buy the kind of shoes needed.

AMERICAN GIRLS MOST KISSABLE

American girls, you are the most kissable in the world, and therefore need not worry about losing your soldier sweetheart to sirens across the sea.

The American girl of 1944 has no rival, she is in a class by herself, and in the vast majority of cases contact with foreign girls will just make Johnny Doughboy that much more eager to return to his sweetheart at home.

These reassuring words were addressed by Paul Henreid, romantic continental star, to the millions of American girls who now have, or soon will have, boy friends in foreign countries.

"You don't have a thing to worry about," said Henreid, "the only girls who even approach you over there belong to an infinitely small class of wealthy people who have shrunk almost to the zero point as a result of the war.

"They are the only ones who can match your beauty, they are the only ones whose clothes can appear side by side with yours, they are the only ones who have your poise and confidence."

Henreid's opinion was confirmed by a foreign girl with whom he is now being co-starred in the Warner Bros. picture, "In Our Time," now at the Strand Theatre. She is Ida Lupino, English.

"Paul is right, of course," she said. "I wonder if American girls realize how fortunate they are with their abundance of pretty clothes and beauty parlors."

Henreid said it would take fifty years for European girls to catch up with Americans.

"It is more than beauty parlors and clothes," he said. "It's the self-assurance that those things give, and it's this self-assurance upon which the American girl's independent, somewhat impudent, charm is built. I have a hunch that it comes only after decades of being accustomed to the nice things."

First Day An Horse Left Its Impression

It was supposed to have been Ida Lupino's second day before the cameras on a horse side by side with Paul Henreid. She was riding for the first time in her life in Warner Bros.' "In Our Time," now at the Strand Theatre.

But her second day of film riding was postponed for 10 days, the shooting schedule having been changed to bring in other scenes first.

"Why the change?" a friend on the set asked the star. "Sit down and explain."

"Not for 10 days," replied Ida.

Head-Lines Make Hair-Lines

Ida Lupino's small, oval face requires wide hair at the cheek-bones to soften facial outlines. In both old hair-do (below) and a new one (left), the oval shape is retained, though the styles are different. This type requires a simple hairdress. New coiffure was designed for Miss Lupino for the movie, "In Our Time".

Nancy Coleman has a small heartshaped face. In both the old hair-do (below) and her new glamorous up-sweep (above) the face is framed to retain the line of the high cheek bones. The heart shape is accentuated by the soft feather bob. The sophisticated up-sweep is her new hair-do in "In Our Time".

Order Mat IT 301*B* (*includes art and type*)—45*c*—*from the Warner Bros. Campaign Plan Editor,* 321 *West* 44 *Street, New York* 18, *New York.*

Change the Rules, Girls, When He's in Uniform

If the gentleman is in uniform, girls, all of your traditional ways of expressing tenderness, the pressure of your hand on his, your arm gently on his shoulder, and yes, even the kiss itself, must be distinctly modified.

Mat 101—15c
Nancy Coleman

These and other intimacies between soldiers and their girls were given new patterns by Hollywood today when a list of the proprieties of military courtship was issued after consultation with army officers.

A study of the subject was made for use by Ida Lupino and Paul Henreid in Warner Bros.' "In Our Time," now at the Strand Theatre.

Changes demanded in a girl's way with a boy when he puts on a uniform were listed as follows:

1. The stroll. When you are walking with a soldier always stay on his left side, regardless of whether it would be otherwise proper. His right arm must be kept free to salute.

2. The dance. It is all right to put your arm across his, but if you lay your arm across his shoulder, you do so at your own peril. Shoulder insignia frequently inflict painful scratches.

3. The embrace. This is to be avoided when he is wearing medals, ribbons, and other decorations. They readily catch in a gown, and the result is both damaging to the dress and awkward at a moment when grace is imperative.

4. The kiss. Quoting Miss Lupino: "Go ahead as usual, girls. It's the same in all estates, military or civilian, in all ranks and all languages. Under the uniforms, they're still males. Only one slight, but distinct modification. The demand for privacy is somewhat relaxed for the duration. People will understand."

Still Service

Stills available on most of the scene cuts on the publicity pages in this campaign plan. Price: 10c each. Order by still number indicated under each cut, from Campaign Plan Editor, 321 West 44 Street, New York City. If still number is not given, photo is not available because the cut was made from a special retouch or a composite. (*Asterisk denotes still is available at local Vitagraph Exchanges.)

5. The dress. Avoid severely tailored clothes and uniforms. Emphasize the feminine. It is a courtesy to him for two reasons. It sets off the smartness of his uniform, and when he is with you he likes to get as far away as possible from the all male world in which he lives.

Mary Boland Knew 'Killer' Bogart When—

The woman who was on the stage the night Humphrey Bogart, the screen's purveyor of menace, made his acting debut as a "thrill boy" wearing a pair of silk orchid pajamas, visited him recently.

Mat 106—15c
Mary Boland

She was Mary Boland, who was working at the same studio with Bogart. She walked over from the set where she was making "In Our Time," now at the Strand Theatre.

She found him in front of cameras turning on "Conflict" in which his role as a calculating murderer offered striking contrast to the stage part he played with her.

The play was "The Cradle Snatchers" in which Miss Boland and the late Edna Mae Oliver were matrons who sought thrills by enticing callow youths, one of whom was Bogart.

Still IT 43; *Mat* 203—30c
Ida Lupino and Mary Boland as they appear in a scene from Warner Bros.' memorable romantic success, "In Our Time," which opens Friday at the Strand Theatre.

Have You Seen These

FULL PAGE ADS A

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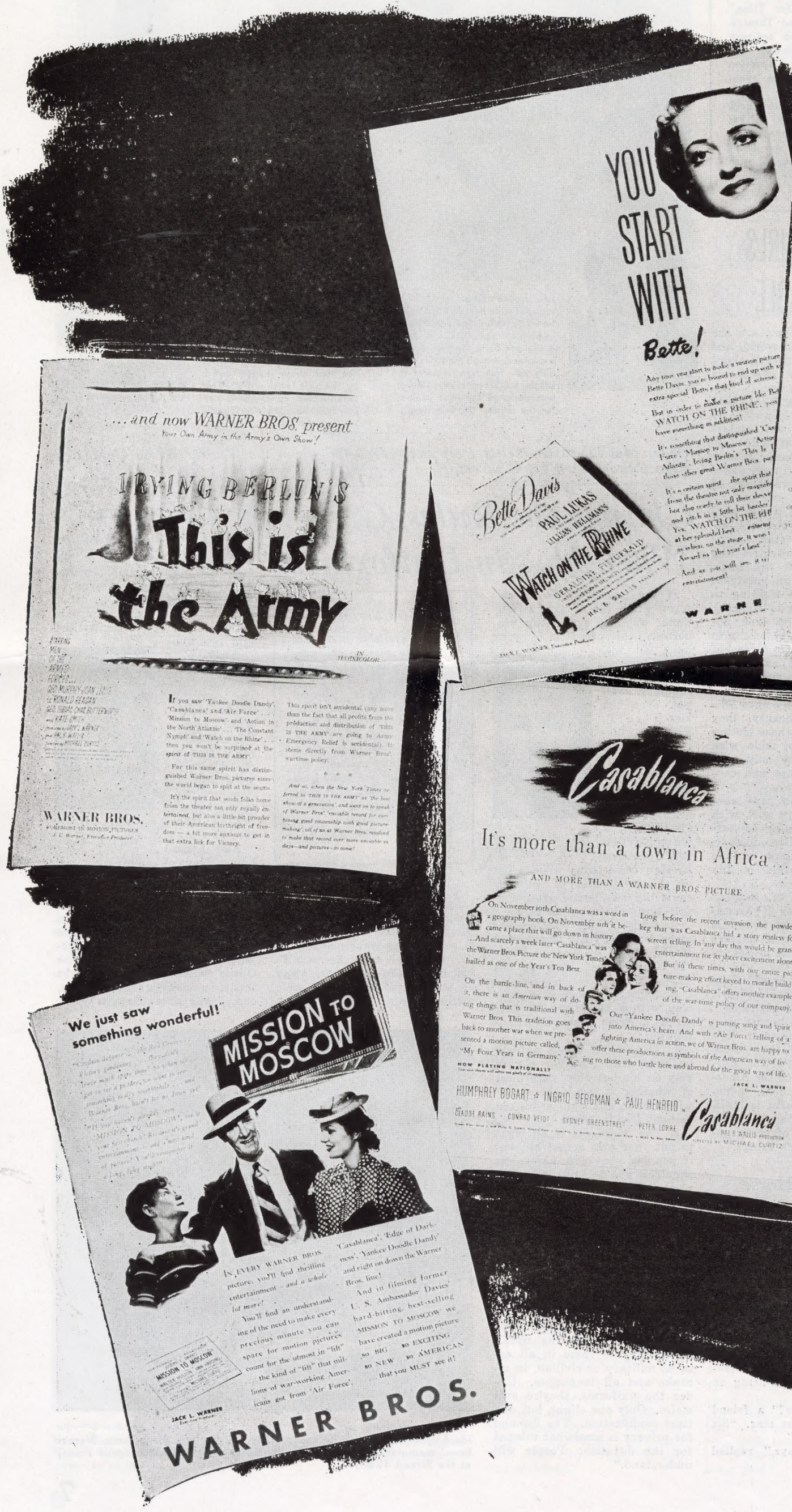
YOU START WITH Bette!
Any time you start to make a motion picture Bette Davis, you're bound to end up with a extra special. Bette's that kind of actress.
But in order to make a picture like Be WATCH ON THE RHINE, you have something in addition!
It's something that distinguished 'Ca Force', 'Mission to Moscow', 'Action Atlantic', 'Irving Berlin's This Is T those other great Warner Bros. pic
It's a custom spirit... the spirit that from the theatre not only magnific but also wearily to tell those shows good yuck or a little bit harder. Yes, 'WATCH ON THE RH at her splendid best... entertai as when, on the stage, it won As well as 'the year's best'.
And as you will see, it is entertainment!
Bette Davis
PAUL LUKAS
JULIAN BELLAMY'S
WATCH ON THE RHINE
GERALDINE FITZGERALD
HAL B. WALLIS'S
WARNER
JACK L. WARNER Executive Producer
WARNER BROS. WANT THEM TO BE DANDY!
Yes-siree! Spare time's sure at a premium nowadays. So when you've spared an hour for the Movies we want you to be mighty glad you had. That's why Warner Bros. are on an all-out basis on the entertainment front. All day, every day, all of us who are Warner Bros. —actors, writers, directors, technicians —have one purpose and one only: to give you the kind of entertainment that raises your spirits, lifts your chin, and helps brighten things for any day ahead.
'Yankee Doodle Dandy', say those who h seen it, is that kind of Warner Picture agai [They tell us it's a new landmark on our own private path of progress which started away back when the Warners introduced the talking picture itself.] We're glad that people feel that way about 'Yankee Doodle Dandy'—because if they feel that way they feel good, and that's the feeling we Americans are shooting for.
James Cagney
GEO M. COHAN
YANKEE DOODLE DANDY
JACK L. WARNER
NOW AT REGULAR PRICES
. . . and now WARNER BROS. present
Your Own Army in the Army's Own Show!
IRVING BERLIN'S
This is the Army
STARRING MEMBERS OF THE ARMED FORCES...
GEO. MURPHY · JOAN LESLIE
RONALD REAGAN
GEO. TOBIAS · ONE BUTTERFINGER
and KATE SMITH
Screen Play by CASEY ROBINSON
Based on a Play by MOSS HART
Produced by HAL B. WALLIS
Directed by MICHAEL CURTIZ
IN TECHNICOLOR
If you saw 'Yankee Doodle Dandy', 'Casablanca' and 'Air Force'... 'Mission to Moscow' and 'Action in the North Atlantic'... 'The Constant Nymph' and 'Watch on the Rhine'... then you won't be surprised at the spirit of 'THIS IS THE ARMY'.
For this same spirit has distinguished Warner Bros. pictures since the world began to split at the seams.
It's the spirit that sends folks home from the theater not only royally entertained, but also a little bit prouder of their American birthright of freedom — a bit more anxious to get in that extra lick for Victory.
This spirit isn't accidental (any more than the fact that all profits from the production and distribution of 'THIS IS THE ARMY' are going to Army Emergency Relief is accidental). It stems directly from Warner Bros' wartime policy.
* * *
And so, when the New York Times referred to 'THIS IS THE ARMY' as 'the best show of a generation', and went on to speak of Warner Bros' 'enviable record for combining good citizenship with good picture-making', all of us at Warner Bros. resolved to make that record ever more enviable in days—and pictures—to come!
WARNER BROS.
FOREMOST IN MOTION PICTURES
Jack L. Warner, Executive Producer
Casablanca
It's more than a town in Africa . . .
AND MORE THAN A WARNER BROS. PICTURE
On November 10th Casablanca was a word in a geography book. On November 11th it became a place that will go down in history. ...And scarcely a week later "Casablanca" was the Warner Bros. Picture the New York Times hailed as one of the Year's Ten Best.
On the battle-line, and in back of it, there is an *American* way of doing things that is traditional with Warner Bros. This tradition goes back to another war when we presented a motion picture called, "My Four Years in Germany."
Long before the recent invasion, the powder-keg that was Casablanca had a story restless for screen telling. In any day this would be grand entertainment for its sheer excitement alone. But in these times, with our entire picture-making effort keyed to morale building, "Casablanca" offers another example of the war-time policy of our company.
Our "Yankee Doodle Dandy" is putting song and spirit into America's heart. And with "Air Force" telling of a fighting America in action, we of Warner Bros. are happy to offer these productions as symbols of the American way of living to those who battle here and abroad for the good way of life.
JACK L. WARNER
NOW PLAYING NATIONALLY
HUMPHREY BOGART ★ INGRID BERGMAN ★ PAUL HENREID
CLAUDE RAINS · CONRAD VEIDT · SYDNEY GREENSTREET · PETER LORRE
Casablanca
HAL B. WALLIS Production
Directed by MICHAEL CURTIZ
"We just saw something wonderful!"
MISSION TO MOSCOW
IN EVERY WARNER BROS. picture, you'll find thrilling entertainment — *and a whole lot more!*
You'll find an understanding of the need to make every precious minute you can spare for motion pictures count for the utmost in "lift" that kind of "lift" that millions of war-working Americans get from 'Air Force', 'Casablanca', 'Edge of Darkness', 'Yankee Doodle Dandy' and right on down the Warner Bros. line!
And in filming former U. S. Ambassador Davies' hard-hitting, best-selling 'MISSION TO MOSCOW' we have created a motion picture so BIG — so EXCITING so NEW — so AMERICAN that you MUST see it!
MISSION TO MOSCOW
WALTER HUSTON · ANN HARDING
Screen Play by HOWARD KOCH
Based on the Book by JOSEPH E. DAVIES
Produced by ROBERT BUCKNER
Directed by MICHAEL CURTIZ
JACK L. WARNER
WARNER BROS.
"Me too, Admiral!"
WHEN ADMIRAL JACKVOLT SAID 'Damn the torpedoes—full speed ahead!' he wasn't thinking of Lend-Lease-laden convoys, Axis U-boats and the deadly, devastating "tin fish" of today.
But no words could better epitomize the spirit of America's merchant seamen; the guys who stick to their jobs despite one . . . three . . . five torpedoings.
And so, because this spirit is wonderful and American, we at Warner Bros. have made a motion picture about the men of the U.S. Merchant Marine. It's called 'ACTION IN THE NORTH ATLANTIC'.
And like every Warner Bros. picture, it's more than great entertainment. It recognizes that every minute you spend in the well-spent—in terms of ...but you get from 'Yankee Doodle Dandy', 'Casablanca', 'Mission to Moscow', 'Air Force' and right down the Warner Bros. line!
HUMPHREY BOGART
ACTION IN THE NORTH ATLANTIC
RAYMOND MASSEY · ALAN HALE
WARNER BROS.

It is in

eADS?

PPEARING REGULARLY IN THESE NATIONAL MAGAZINES!

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ARENTS MAGAZINE · COSMOPOLITAN · NEWSWEEK · CLICK · AMERICAN MAGAZINE
HARPERS · AMERICAN LEGION MAGAZINE · FOREIGN SERVICE MAGAZINE

Princess O'Rourke
"Was ist das monkey-business?"
LETTER skip it. Women. Frankly, 'PRINCESS O'ROURKE'...isn't your kind of motion picture
We at Warner Bros. made 'PRINCESS O'ROURKE' for folks with a sense of humor — and if you ever had one, a decade of dictatorship has killed it.
We made this picture for people who can laugh — even while they go about ridding the world of your breed.
'PRINCESS O'ROURKE' is a comedy. It's the kind of delightful story that makes us as proud as we are of 'Casablanca'...'Air Force'...'Mission to Moscow'...'Action in the North Atlantic'...'This Is The Army'...'Watch on the Rhine'...'The Constant Nymph' and 'Thank Your Lucky Stars.'
Because, in keeping with Warner Bros. wartime policy, it's more than splendid entertainment. For while 'PRINCESS O'ROURKE' keeps you shuttling between smiles and chuckles and laughter, it also reminds you that 'Americanism' is another word for 'freedom'.
PRINCESS O'ROURKE is grand and gay, happy-go-laughing and lovable. It's due soon at your local theatre — and you'll miss it at your own risk!
WARNER BROS.
JACK L. WARNER, Executive Producer
OLIVIA De HAVILLAND · ROBERT CUMMINGS · JACK CARSON in 'PRINCESS O'ROURKE'
The Day You Saw Red... White and Blue!
On April 18th, 1942, the first installment of a vengeance-debt was paid. American bombers blasted Tokyo.
To bring you the story *behind* the story of this memorable event, Warner Bros. went not to the skies, but *under the sea*—to bring you a story never before told!
For 'DESTINATION TOKYO' is the all-exciting adventure of the U. S. Submarine *Copperfin*, her skipper and her crew... whose almost incredible daring played so vital a part in the action.
'DESTINATION TOKYO' is superb entertainment...a magnificent picture. It is also an adventure in 'applied Americanism'.
For like Warner Bros.' 'Casablanca' and 'Air Force'...'Mission to Moscow' and 'Action in the North Atlantic'...'This Is The Army'...'Watch on the Rhine' and 'Princess O'Rourke'...'DESTINATION TOKYO' breathes with the living, invincible spirit of a free people. Be sure to see it.
DESTINATION TOKYO
WARNER BROS.
JACK L. WARNER, Executive Producer
"an enviable record for combining good citizenship with good picture-making"—New York Times
CARY GRANT
JOHN GARFIELD
in
"DESTINATION TOKYO"
with
Dane Clark · Robert Hutton · Warner Anderson
John Ridgely : Alan Hale : William Prince
Directed by DELMER DAVES
Produced by JERRY WALD
Screen Play by Delmer Daves and Albert Maltz
From an Original Story by Steve Fisher
Music by Franz Waxman

this way the public is being told of the Warner way

...the American way of motion picture making.

This is Your Exploitation Campaign

GREAT EVENTS 'IN OUR TIME' RECORDED FOR POSTERITY AND PRESENTED TO LOCAL LIBRARY

Prime Minister Chamberlain of Great Britain returned from Munich with the false promise of "Peace In Our Time". It is from that statement that the picture takes its title. But the great events "in our time", nonetheless, are exceedingly dramatic and filled with important and historic meaning. It would therefore prove most appropriate to make the occasion of the opening of "In Our Time" at your theatre the inspiration for a dramatic ceremony. Here's how to arrange it:

Invite the leading civic, military and educational leaders of your community to prepare a digest titled "In Our Time" to be enclosed in a heavy wooden chest and to be presented to the local library for permanent safekeeping. In this chest shall be enclosed copies of recent local newspapers carrying historic headlines; a recording by the Mayor outlining the part played by your community in winning the war; an Honor Roll of local boys in the service and pertinent photographs; a digest of the part played by your community in the production effort; copies of ration books, and other memorabilia of the war.

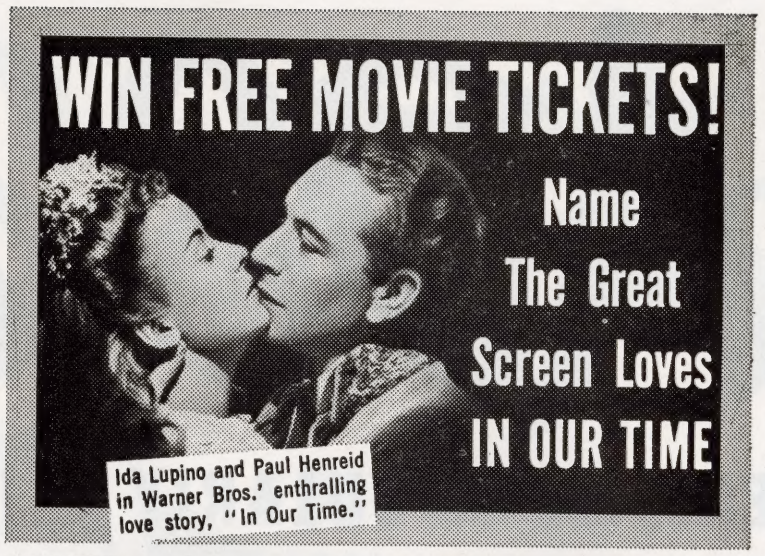
Here's Your Day-to-Day Set-Up:

1. Story announces that leading newspaper is sponsoring this event and names key personalities in charge.

2. Presentation is made on the steps of the local library in conjunction with a bond rally. Large banner proclaims: "BUY BONDS FOR VICTORY...AND PEACE " IN OUR TIME."

3. Radio broadcast of ceremonies ties in event with your playdate, commenting on the story of the film.

4. Keys for the chest are presented to the infant sons of three selected servicemen, to be used to open the chest on some future date. Picture and story of this presentation.



Ida Lupino and Paul Henreid in Warner Bros.' enthralling love story, "In Our Time."

1. "KINGS ROW" . . . a love that was glorious, re-born of the tragedy and hopelessness into which it had fallen.

Portrayed by ----------

and ----------

2. "NOW, VOYAGER" . . . a fervent first love for her . . . for him his only true love . . . but fatefully unfulfilled for both.

Portrayed by ----------

and ----------

3. "CASABLANCA" . . . in the city that rocked the world, a love story as powerful and unrelenting as the forces of war around them.

Portrayed by ----------

and ----------

4. "THE CONSTANT NYMPH" . . . the most unusual love story in years and years . . . trying to divide his heart—he broke theirs.

Portrayed by ----------

and ----------

5. "IN THIS OUR LIFE" . . . she learned to hate those she must love . . . fighting to keep her own husband from the lure of her own sister.

Portrayed by ----------

and ----------

6. "WATCH ON THE RHINE"... one woman with a smile on her lips and pride in her eyes . . . waiting for the man of courage she loves.

Portrayed by ----------

and ----------

NEWSPAPER CONTEST KEYED TO PICTURE'S GREAT LOVE STORY

Here's an exciting way to test your fans' knowledge of the stars who have appeared in some of the great screen love stories "in our time". This contest shows scenes from six of the best known screen love stories, and readers are asked to identify the stars who portrayed the leading roles.

(Complete this sentence in less than 25 words)

I want to see Ida Lupino and Paul Henreid in Warner Bros.'.'In Our Time'

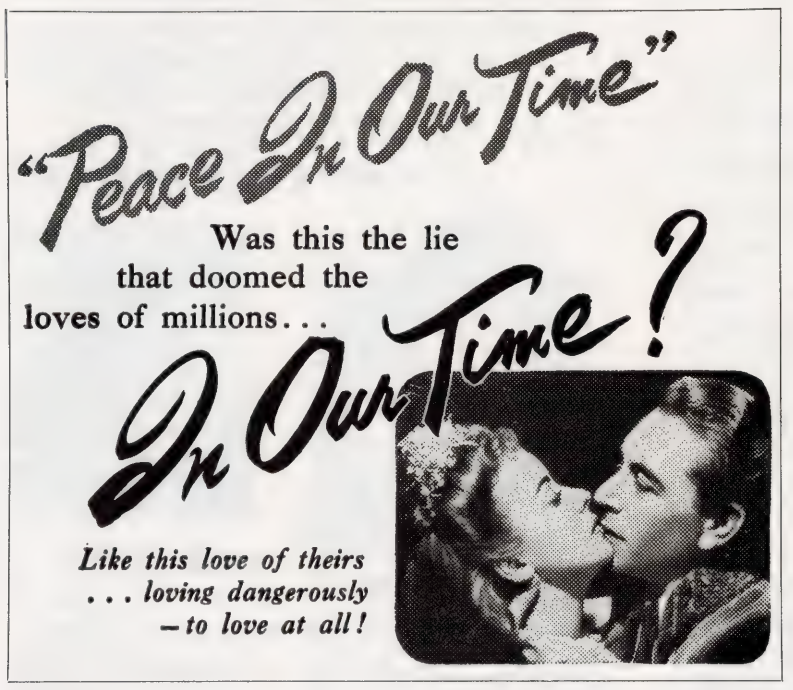
because ----------

NAME ----------

ADDRESS ----------

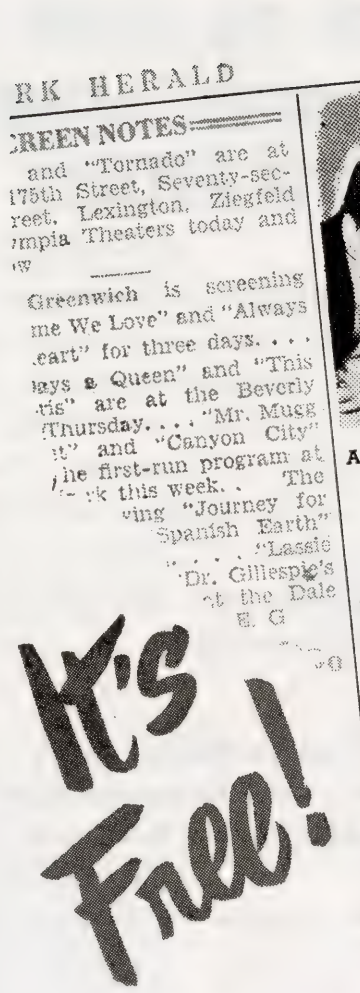
Order "IT Contest Mat 201B"–30c–from Campaign Editor 321 W. 44 St., N. Y. 18, N. Y. **(Present as a one-day contest as shown here, or for three consecutive days, showing two scenes each day.)**

THREE TEASER ADS TO SELL THE TITLE



Use these teaser ads in advance of your regular display campaign, as blow-ups for lobby display, as reprints for give-away in beauty shops, restaurants, schools and offices and war plants where large numbers of women are employed. These ads are each keyed to the intriguing title. Plan to use them all ways suggested here.

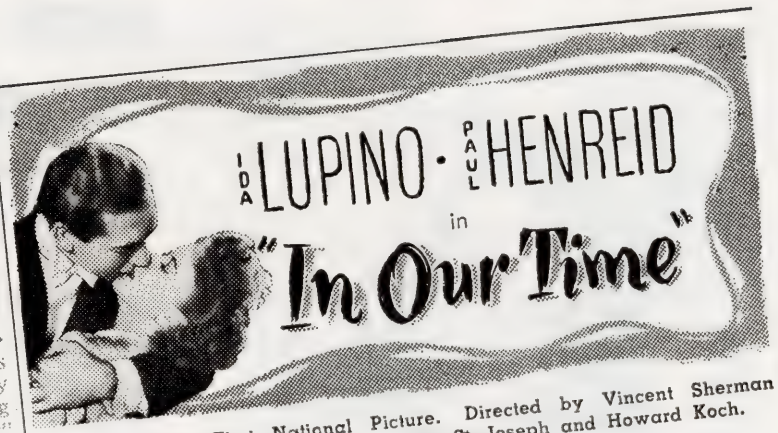
All three on one mat. Order "IT Teaser Mat 202B"–30c–from Campaign Plan Editor. 321 W. 44 St., New York 18, N.Y.



6-DAY SERIAL

This enthralling love story is here available for your local newspaper. Each chapter is 2-columns wide and full page deep.

Galley proofs and mats of type and art may be obtained FREE by writing to Warner Bros. Campaign Plan Editor, 321 West 44th St., N. Y. 18, N. Y.



A Warner Bros.-First National Picture. Directed by Vincent Sherman from an original screen play by Ellis St. Joseph and Howard Koch. Music by Franz Waxman.

CAST OF PRINCIPAL CHARACTERS

Jennifer Whittredge.....Ida Lupino
Count Stephan Orvid....Paul Henreid
Janina Orvid.....Nancy Coleman
Mrs. Bromley.....Mary Bolan
Count Pavel Orvid.....Victor France
Zofya Orvid.....Nazimov

CHAPTER I

MARCH . . 1939. Poland. The Warsaw Expre stopped suddenly at a small station. The Stati Master shouted at the top of his lungs but the deafeni hiss of escaping steam killed the sound. Shades a windows were pulled up revealing faces of inquisit and puzzled passengers.

Jennifer Whittredge stopped reading.

"What's holding us up?" asked Mrs. Bromley, annoyed.

"Don't worry about the delay, Mrs. Bromley," Jenny soothed her indignant employer, "the antique dealers are open all day."

But Mrs. Bromley wasn't to be put off so easily by her secretary. Pushing aside her various candy boxes, she shouted angrily:

"Conductor! Why are we stopping?"

"Sorry, Madame, we are waiting for a diplomatic party."

"Is it diplomatic to delay two British subjects?—A diplomatic party!" She turned grumpily

Always a man of opportuni he took time to greet his i ential friends.

"Presents, a party, my fi ite ballet . I feel like a young girl," Countess Zofy claimed delightedly.

In the orchestra a pa eyes were searching the with nervous and excited When Jenny finally found she was looking for he lit up in a smile. Stephe searching, too, and as l covered the young gir whole family followed th tion of his eyes.

"Well, well, quite pret marked Count Pavel.

Follow Thru in Newspapers With These Tested Ideas . . .

CO-OP AD SPREAD

Suggest to the local newspaper's Advertising Manager the use of the title for a co-op ad spread in this manner: "The Best Buy IN OUR TIME—WAR BONDS . . . Then Buy These Outstanding Specials. . . ." Also suggest the slogan: "War Bonds Are The Best Buy IN OUR TIME" as a snipe for all merchant ads.

INQUIRING REPORTER

Suggest this question for your local daily's "Inquiring Reporter" column: "What is the most important lesson you as an individual have learned from the events IN OUR TIME?"

QUIZ CONTEST

School Page carries a quiz contest based on the question: "What do you consider the most important event In Our Time?" Award guest tickets for most interesting replies. Arrange for school history or English instructor to act as judge.

STORY-IN-PICTURES

Available as stills and captions (no mats). Can be used either as full-page layout or as four-day picturization. Order "IT Story-in-Pictures Stills" (plus captions)—set of 12—$1.20—from Campaign Editor, 321 W. 44 St., N.Y. 18, N.Y.

IDA LUPINO
Winner of the 1943 N.Y. Film Critics Award for best performance by any actress in Warner Bros.' "The Hard Way"
IDA LUPINO
in another prize-winning role
PAUL HENREID
more romantic than in "Casablanca"
in WARNER BROS.'
"IN OUR TIME"

HONOR IDA LUPINO FOR CRITICS AWARD AS 'BEST ACTRESS'

Here's how to set up a 40 x 60 display to tell your patrons that Ida Lupino has been awarded the New York Film Critics award for the best performance by an actress in 1943 for her performance in Warner's "The Hard Way." Suggested display here shows you how to tie this in with your current playdate. The two stills shown in this display are available.

Order "Lupino Display Stills" — set of 2 — 20c — from Campaign Plan Editor, 321 West 44th St., New York 18, N. Y.

DRAMATIC SET-PIECE

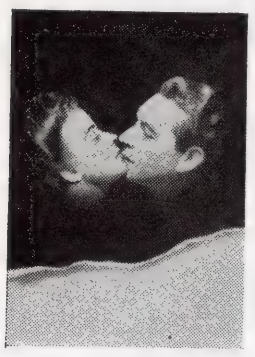
This display tells the powerful story of "In Our Time" with dramatic effect. Easy to make . . . ideal for the key spot in your lobby or foyer. All stills required for this display available. Those stills indicated at the bottom may be selected from your Vitagraph Exchange Set.

Order "IT Set-piece Stills" — set of 5 — 50c — from Campaign Plan Editor, 321 West 44th St., New York 18, New York.

IDA LUPINO
PAUL HENREID
in Warner Bros.'
"IN OUR TIME"
"Their love will be destroyed ...I will see to that."
"She is not one of us and she must never be."
"Fight them... fight for your love with all your courage."
"She dares to call our home a house of hate."
STILL
STILL
STILL
STILL
COMING

HERE'S HOW TO SHOUT ABOUT YOUR TWO BIG STARS . . .

From your Vitagraph Exchange files, get photos of Ida Lupino in previous hit roles (The Hard Way, They Drive By Night, Out of the Fog, High Sierra, Thank Your Lucky Stars) and of Paul Henreid (Now, Voyager and Casablanca) for a montage display along these lines: Around a life-size cut-out of still IT 534 (below) mount the stills from the stars' previous films. Copy for panel: "Of all their unforgettable screen romances . . . this is their best!"



Still IT 533

Still IT 534

ORIGINAL ART STILLS

This retouched art, used widely in the advertising campaign, is available as 8 x 10 glossy black-and-white stills for your displays, programs and ads.

Order by number — 10c each — from Campaign Plan Editor, 321 West 44th Street, New York 18, N. Y.

4 WAYS TO BALLY YOUR TIMELY TITLE

Each of these ideas is aimed to tie in your playdate title with the timely war drives now current in your town. Thus you help your show and help the war effort at the same time.

1. DRIVE FOR DRIVERS

"Still IL A150"

Ida Lupino has been a member of the Woman's Ambulance and Defense Corps since before Pearl Harbor. Use this photo of Miss Lupino in uniform to help stimulate the local drive to enlist women ambulance drivers. Mount stills on posters for display by the local Woman's Ambulance Corps. Order still by number—10c—from Campaign Plan Editor.

2. SCHOOL BOND RALLY

Arrange for the following suggested poster to be displayed on all school bulletin boards: Prepare poster as large as possible with the following copy, illustrated with scenes from your Vitagraph set. . . . "IN OUR TIME. . . . This is the year of decision . . . the year of Victory . . . the year when Freedom's marshaled forces will assure your future. . . . Back this attack with regular purchases of WAR BONDS!" Follow through with an essay contest based on this question: "What great historic lesson have we learned . . . IN OUR TIME?"

3. SALVAGE DRIVES

The title can be adapted to the important local tin, scrap metal, fat and paper salvage campaigns . . . this way: In cooperation with the community Salvage Committee, arrange for a series of posters to be displayed throughout town with the following copy:

IN OUR TIME . . .
Victory Through Salvage
METAL ★ TIN ★ FATS ★ PAPER
All are vitally needed for America's war production!

Add theatre credits and arrange for distribution in advance and current with your playdate.

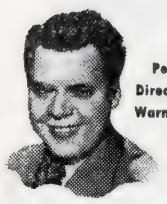
4. THIS IS THE ENEMY

Under the banner line: THIS IS THE ENEMY—IN OUR TIME . . . get up a display for lobby or some public square showing newspaper stories, pictures, letters from Hitler Europe, underground newspapers, etc., most of which can be provided by local newspaper or War Relief organization, to indicate the nature of our enemy.

IDA LUPINO SEND-OFF IN WESTMORE ADS

Make-up created by the men who make up the **Hollywood Stars**

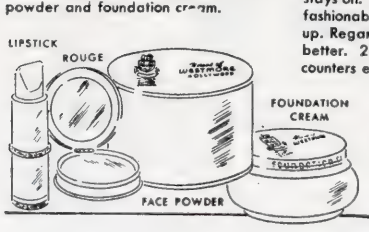
Ida Lupino in the Warner Bros. Picture **"In Our Time"**



Perc Westmore, Director of Make-up, Warner Bros. Studios, Hollywood

The Westmores — Perc, Wally and Bud — not only make-up the Hollywood stars but have actually created the make-up with which they do it. And it is that very make-up you get when you buy House of Westmore's lipstick, rouge, face-powder and foundation cream.

House of Westmore offers the perfect make-up — gives you a lovely, attractive beauty — goes on smoothly and really stays on. You will like the fine texture and fashionable shades of Westmore Make-up. Regardless of price, you cannot buy better. 25¢ and 50¢ at toilet goods counters everywhere.



House of **WESTMORE MAKE-UP**

This is the national newspaper ad starring Ida Lupino and crediting her present role in "In Our Time" which has been scheduled to run in newspapers throughout the country simultaneously with the picture's release. The complete ad schedule, including American Weekly, the Hearst Magazine supplement, reaches over 25 million newspaper readers. Follow through locally with window and counter displays.

'IN OUR TIME' TITLE FOR PHOTO CONTEST

Order "Still IT 38" —10c—from Campaign Editor

This still can be made the basis for an interesting contest sponsored by leading photo equipment store or by the Photography Editor of your local newspaper. Idea is to invite amateur photographers to submit their own photographs of "Typical American Living In Our Time." These photos might show the preponderance of uniforms among large gatherings, restricted auto traffic, photos of war posters, almost any subject effected by America at war. Award war bonds and theatre tickets as prizes.

'TIME' DISPLAYS

Title suggests a number of interesting window displays in jewelry stores, based on the slogan: "Time is Vital . . . In Our Time." Stores build up window displays of watches and clocks around this slogan, using stills.

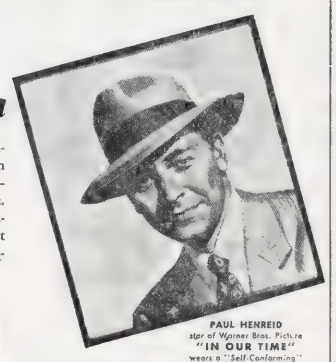
PAUL HENREID FEATURED IN BYER-ROLNICK HAT PROMOTION

Here are two excellent tie-up aids made available by Byer-Rolnick to local dealers for their co-op campaigns. At right are shown the 2- and 1-column newspaper ads prepared for local Resistol Hat dealers. Below is shown the full-color, easel-backed display piece, in 11 x 13 and 16 x 20 sizes, available for local window and counter display.

Starred in . . . Hollywood

The stars set the style with this handsome *"Casablanca"* Resistol, but men everywhere seized it for their own—as you will, too, when you try one on. It's further distinguished by the Resistol *"Self-Conforming"* leather that assures perfect fit, comfort and long-lasting, shape-retaining wear.

RESISTOL SELF-CONFORMING hats — the most comfortable hat made



PAUL HENREID
star of Warner Bros. Picture
"IN OUR TIME"
wears a "Self-Conforming"
"CASABLANCA"
RESISTOL HAT

. . . Starred in Hollywood . . .

PAUL HENREID
star of Warner Bros. Picture
"IN OUR TIME"
wears a "Self-Conforming"
"CASABLANCA"
RESISTOL HAT

The stars set the style with this handsome *"Casablanca"* Resistol, but men everywhere seized it for their own—as you will, too, when you try one on. It's further distinguished by the Resistol *"Self-Conforming"* leather that assures perfect fit, comfort and long-lasting, shape-retaining wear.

RESISTOL SELF-CONFORMING hats — the most comfortable hat made

The Byer-Rolnick outlets in your city, featuring Resistol Hats, are ready to give you the fullest cooperation for a local tie-up campaign. With the ads and displays shown here as the backbone of your tie-up, also arrange for counter distribution of imprinted heralds, display of stills in windows and the promotion of free hats for contest prizes or premiums. For full information concerning local dealers and the availability of these tie-up accessories, write to:

Mr. Irving Pierce, Byer-Rolnick Garland, Texas

NEWSPAPER CLASSIFIED CO-OP AD

Arrange with the Classified Ad Manager of your most enterprising newspaper to feature this institutional ad as a promotion for the paper's want ads. Tie-up is logical and effective and should be scheduled for opening day. Suggested ad here is shown in reduced size. Still is available.

Also suggest newsstand tack cards made up similarly to be posted by cooperating newspaper.

Order "Want-Ad Tie-Up Still IT2"—10c—from Campaign Editor, 321 W. 44 St., N. Y. 18, N. Y.

Ida Lupino and Paul Henreid in Warner Bros.' new romantic hit, "In Our Time," now at the Strand Theatre.

In Our Time

The war has created shortages which impel all of us to conserve what we have . . . to buy only what we need. That's why the Daily News Want Ads are so extra important in our time. It's your opportunity to obtain what you want . . . to sell what others need . . . without effecting the limited supply of goods available. And you can use the savings or profits to buy war bonds. That's the American way to buy and sell . . . in our time.

READ DAILY NEWS WANT ADS

Your Radio Exploitation

1-MIN. ANNOUNCEMENT:

ANNCR: You who are in love . . . you who wait for love, how well you'll understand the enthralling love story so ecstatically told in Warner Bros.' "In Our Time," which opens tomorrow at the Strand Theatre, starring Ida Lupino as Jennifer and Paul Henreid as Stephan. How strongly you'll feel their love . . . because it's a love that could be lived only today! How deeply you'll cheer it. . . for its beauty and power and ecstasy! How happily you'll remember it . . . this bitter sweet love story of these two . . . who, in our time, had to love dangerously—to love at all! Ida Lupino and Paul Henreid were never so superbly cast . . . never closer to your heart. In the excellent supporting cast are Nancy Coleman, Nazimova, Mary Boland and Victor Francen. Be sure to see "In Our Time" at the Strand Theatre tomorrow . . . you'll be sure to cheer it as the most exciting evening you've spent in months. There's been no greater love story in our time. And may we add our congratulations to Ida Lupino for winning the New York Film Critics award for the best performance in 1943 . . . in "The Hard Way."

30-SEC. ANNOUNCEMENT:

MAN: There is so little time for love in our time.

WOMAN: Must we take our love where we find it . . . and make it what we must?

ANNCR: Those who love—must they love dangerously—to love at all? This is the enthralling story of "In Our Time," Warner's breathless romantic hit starring Ida Lupino and Paul Henreid now at the Strand Theatre. Two great performances by two great stars in an unforgettable screen love story. See it! See "In Our Time" at the Strand Theatre where it is now playing to heart-cheering audiences. There's never been a greater love story . . . In Our Time.

'IN OUR TIME' FORUM

Suggest to the program director that he schedule a discussion forum titled "In Our Time" in which authoritative persons discuss the great lessons we should be learning from the historic events In Our Time. Arrange to preview the film for these commentators so that they may discuss the story of your playdate.

LIBRARY EXHIBIT LAUDS HOME TOWN'S DEVELOPMENT

Get the Chamber of Commerce, civic officials and key local industries to prepare an exhibit titled, "OUR TOWN . . . IN OUR TIME." This exhibit should portray the development of your community in the past fifty years —housing, parks, industry, schools, population and physical growth. Exhibit can then be shown in library or some other central location, with newspaper stories and pictures discussing it in contrast to the destruction of similar communities in Europe, as depicted in "In Our Time." A key feature of this exhibit should be a war bond booth.

'IN OUR TIME' FASHION DISPLAY

Tie in local department stores and fashion shops for displays showing the progress made in women's fashions during the past twenty-five years. If possible, display of future fashion creations should be included. All displays are titled "In Our Time" and carry credits for your playdate. Since the locale of the picture is Poland, Polish fashion influences may also be stressed. In addition, this same idea may be carried out by the larger shops for newspaper ads.

SURPRINT NEWSPAPERS

Arrange with newspaper's promotion manager to surprint a quantity of opening day edition with the banner: IN OUR TIME . . . HISTORY IN THE MAKING . . . READ IT EVERY DAY IN THE DAILY NEWS. Distribute these complimentary copies in lobby and in schools. Paste stickers with playdate credits on all papers.

POST CARD TOPS DIRECT MAIL BALLY

"Their love will be destroyed ... I will see to that."
"She is not one of us and she must never be."
"She dares to call our home a house of hate."
"Fight them... fight for your love with all your courage."
IDA LUPINO ☆ PAUL HENREID
in Warner Bros.' "IN OUR TIME"

THEATRE IMPRINT

This post card makes a topnotch mailing piece as a follow-up to your regular program mailing. It sells the dramatic love story with effective art and copy. Available in mat form for printing on regulation 3¼" x 5½" post card.

Order "IT Post Card Mat 203B"—30c—from Campaign Plan Editor, 321 W. 44th St., N. Y. 18, N. Y.

Plus a Letter About Lupino:

A letter from you to your patrons, enclosed with your regular program mailing, should add your congratulations to Miss Ida Lupino for having won the N. Y. Film Critics award for the best performance by an actress in 1943 in Warners' "The Hard Way." This note might also point out that this is Miss Lupino's first role since her prize-winning performance.

MERCHANTS SPONSOR CONTEST TO NAME VICTORY DATE

A cooperative contest sponsored by leading merchants in your town should aim to find the person who most accurately predicts the date of German's "unconditional surrender" . . . in our time. This promotion can be easily organized along these lines:

1. Prepare the following giveaway locally, to be distributed by cooperating merchants.

NAME THE VICTORY DATE "IN OUR TIME"

We have had a World War in our time. We have had an armed truce which we thought was peace . . . in our time. We again are engaged in a global conflict . . . in our time. But we will have Victory in our time . . . Victory this year, many predict.

CAN YOU NAME THE DATE WHEN NAZI GERMANY WILL SURRENDER UNCONDITIONALLY?

The merchants of Our Town, in conjunction with the Strand Theatre, where "In Our Time," starring Ida Lupino and Paul Henreid is now showing, are offering valuable prizes for the most accurate predictions of the Day of Victory In Our Time. These prizes will be awarded as soon after Victory as feasible. In the meantime you may win free tickets to see "In Our Time" by writing in 50 words or less "The Greatest Lesson I Have Learned From Events In Our Time."

List prizes, cooperating merchants, rules, judges, etc. on reverse side of this contest handbill.

2. Prizes contributed by these merchants are to be awarded soon after Victory to those whose predictions of "The Day of Victory In Our Time" comes closest to the actual date.

3. Each merchant carries window display during your engagement announcing the contest.

4. Interim prizes of free theatre tickets and promoted war bonds may be awarded at the close of your engagement for best letters accompanying each prediction on the subject: "The Greatest Lesson I Have Learned from Events In Our Time."

5. Get newspaper story at close of contest showing an analysis of the average man's prediction of the European war's duration.

Try This Teaser Series For Co-op Campaign . . .

These suggested counter or window posters may be prepared locally for display in types of stores indicated. Stills noted for each poster are available in your Vitagraph Exchange set. Caution must be observed however that no endorsement by the stars is stated. This kind of poster gives you a grand way to sell the great love story in stores catering to femme trade.

There Is Time for Beauty . . .
IN OUR TIME
(*Still IL*282)
There Is Time for Loving . . .
"IN OUR TIME"
Warner Bros.' Romantic Hit
starring
IDA LUPINO · PAUL HENREID
NOW—Strand Theatre—NOW

. . . for beauty shops!

There Is Time for Music . . .
IN OUR TIME
(*Still IT*55)
There Is Time for Loving . . .
"IN OUR TIME"
Warner Bros.' Romantic Hit
starring
IDA LUPINO · PAUL HENREID
NOW—Strand Theatre—NOW

. . . for music stores!

There Is Time for Dining . . .
IN OUR TIME
(*Still IT*8)
There Is Time for Loving . . .
"IN OUR TIME"
Warner Bros.' Romantic Hit
starring
IDA LUPINO · PAUL HENREID
NOW—Strand Theatre—NOW

. . . for restaurants!

9" x 12" Litho

HERALD

$2.25 *per M in lots more than 5M*

$2.50 *per M in lots less than 5M*

Entire Reverse Side Free for Co-op Imprint

---

40 x 60
PHOTOCHROME DISPLAY

Rental: 75c

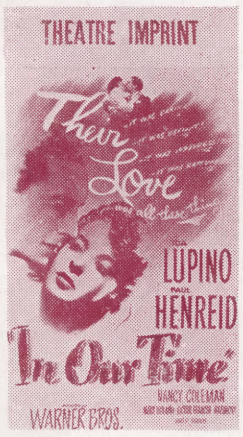
INSERT CARD

Rental: 12c

2 COLORED 22 x 28's
Rental: 20c each

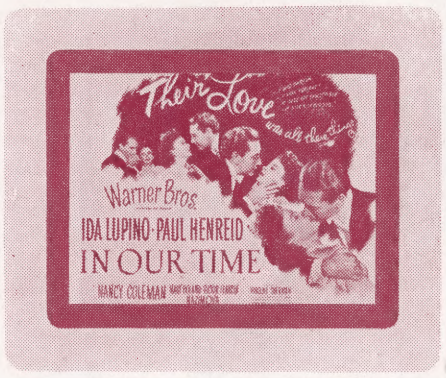
8 COLORED 11 x 14's
Rental: 35c for set

2 WINDOW CARDS



MIDGET
Price: 4c each

REGULAR
Prices: 1 to 49—7c ea.; 50 to 99—6c ea.; 100 and over— 5½c ea.



SLIDE . . . *Price: 15c*

LUPINO FOTO

8 x 10 autographed fan foto priced: 1,000 to 2,000 — $4.40 per M; 3,000 to 4,000 — $4.20 per M. Lower prices on larger quantities.

24-SHEET

QUANTITY PRICES

24-SHEETS	
1 to 4	$2.40 each
5 to 9	2.25 each
10 to 24	2.00 each
25 and over	1.75 each
SIX-SHEETS	
25 to 49	80c each
50 to 99	70c each
100 and over	60c each
THREE-SHEETS	
50 to 99	32c each
100 and over	28c each
ONE-SHEETS	
50 to 99	11c each
100 and over	9c each

6-SHEET . . . . . Rental: 48¢ each

1-SHEET
Rental:
8¢ each

3-SHEET
Rental:
24¢ each

Scanned from the United Artists collection at the Wisconsin Center for Film and Theater Research, with support from Matthew and Natalie Bernstein.

Wisconsin Center
for Film and Theater Research

http://wcftr.commarts.wisc.edu

MEDIA HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org